



SYLLABUS

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UNIT 1.1 – MANAGING PR (PROFESSIONAL KNOWLEDGE)

Suggested teaching time – 40%

(a) Defining PR and its role in the organisation

Aim: To provide a general introduction to public relations as a management activity

(b) PR and communication theory

Aim: To develop an understanding of communication processes and how they are used in PR.

Learning Objectives

- introduce the background to how public relations has developed
- critically examine the various definitions of public relations
- consider how public relations is managed in organisations and how organisations use public relations to achieve their objectives
- introduce communication theory and how it is used in public relations
- examine how new media is changing public relations practice
- encourage study skills and essay/report writing

Learning Outcomes: at the end of Unit 1.1 learners will be able to:

- use their knowledge of what public relations is to broaden their understanding and plan their career.
- understand how public relations can enable organisations to achieve objectives
- develop their own professional expertise through their understanding of communication theory
- use their knowledge of new media to enhance practice.

Indicative content

- Introduction to history and definitions of PR
- PR's differences from marketing, advertising and journalism
- Introduction to media relations, internal communications, public affairs, CSR, etc
- Introduction to systems theory, management theory, organisational structures & impact on PR

Assessment: **Critical Reasoning Test** (essays/reports: 2400 – 3000 words)

UNIT 1.2 – PR IN ACTION (VOCATIONAL SKILLS)

Suggested teaching time – 45%

Aim: To provide an introduction to planning and primary tactics used in public relations

Learning Objectives

- examine the way in which public relations plans are developed
- review the principles and practice of media relations
- encourage an understanding of the importance and purpose of internal communications
- develop the ability to deploy a range of PR techniques

Learning Outcomes: at the end of Unit 1.2 learners will be able to:

- develop and manage public relations plans
- use a range of effective media relations techniques
- manage a full range of internal communications activities

Indicative content

- Case study
- Planning models and effective communication, targeting publics, developing messages, selecting channels
- Media training, writing, interviews, writing genres and styles, writing media releases, managing launches, internal communications activities including employee research, employee engagement activities, employee briefings, intranet pages, speeches, presentations

Assessment: Planning Assignment – practical work and writing tasks based on fictional case study.

UNIT 1.3 – PROFESSIONAL DEVELOPMENT (PERSONAL DEVELOPMENT)

Suggested teaching time – 15%

Aim: To provide an introduction to management skills and reflective professional practice

Learning Objectives

- support students conducting a self-directed research investigation
- develop an understanding of effective management skills
- examine what professionalism is and how it relates to public relations practice
- put public relations into context as a developing discipline

Learning Outcomes: at the end of Unit 1.3 learners will be able to

- improve their management skills
- implement a personal continuous professional development plan
- actively reflect on how to contribute to the development of public relations

Indicative content

- Management skills, including organising and managing effective meetings, making effective contributions to meetings, personal time management, making presentations, pitching, managing resources and information systems, negotiating and problem solving
- Professionalism, personal and professional ethics, personal learning approaches, personal planning skills
- Completion of personal plan for continuous professional development

Assessment: Critique – examination of PR as a developing discipline (2,500 words)